

1. An improved exterior elastomeric coating composition comprising an organic binder, having a Tg less than -20°C, and at least one inorganic additive wherein the improvement comprises replacing at least a part of said at least one inorganic additive with a solid particulate organic polymer having a Tg greater than 70°C.

3. The improved elastomeric coating composition according to claim 1, wherein said solid particulate organic polymer having a Tg greater than 70°C is present in an amount such that a volume ratio of said organic binder to said solid particulate organic polymer having a Tg greater than 70°C is in the range of 1.6 : 1 to 95 : 1.

5. A method of inhibiting the loss of solar reflectance over time of an exterior elastomeric coating composition comprising an organic binder, having a Tg less than -20°C and at least one inorganic additive, the method comprising replacing at least a part of said at least one inorganic additive with a solid particulate organic polymer having a Tg greater than 70°C.

7. The method according to claim 5; wherein said solid particulate organic polymer having a Tg greater than 70°C is present in an amount such that a volume ratio of said organic binder to said solid particulate organic polymer having a Tg greater than 70°C is in the range of 1.6 : 1 to 95 : 1.

46. The method according to claim 9, wherein said volume ratio of said organic binder to said solid particulate organic polymer having a Tg greater than 70°C is in the range of 1.6 : 1 to 9 : 1.